### 13th November 2015

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Event</th>
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<tr>
<td>9.00</td>
<td>Registration</td>
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<tr>
<td>9.30-9.50</td>
<td>Welcome</td>
<td>Professor Oscar Ho, Chinese University of Hong Kong, Dr Florian Knothe, The University of Hong Kong Museum and Art Gallery and Jo Hawley, UKTI</td>
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<td>9.50-10.15</td>
<td>Opening Address</td>
<td>Dr Suzanne MacLeod, University of Leicester</td>
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| 10.15-11.15 | KEYNOTE PRESENTATIONS | Ms. Eve Tam, Director, Hong Kong Museum of Art  
Dr Yongwoo Lee, Executive Director of Shanghai Himalayas Museum  
Chair: Dr Adrian Cheng, Founder of K11 Art Foundation |
| 11.15-11.30 | Tea               |                              |
| 11.30-13.00 | Papers:           | What is the role of the designer in museums that acknowledge their social roles and responsibilities? How do the needs and priorities of these museums challenge established design processes and demand that designers engage with new tools and approaches? The papers in this session explore these questions utilising diverse case studies from the UK, Taiwan and Brazil.  
**The Designer's Role in Museums that Act as Agents of Change**  
Tricia Austin, Central Saint Martins, University of the Arts London  
Displaying and Engaging visitors in Difficult Issues: A Study of Visitor Comments on 'When the South Wind Blows’  
Dr Chia-Li Chen, Taipei National University of the Arts and Hsu Huang, National Museum of Natural Science  
Brazilian XXI Century Museum Design: developing new tools for social transformation  
Magui Kampf, M+E Design, Brazil  
Chair: Professor Tim McNeil  
**Gallipoli: the scale of our war**  
Ben Barraud, The Museum of New Zealand Te Papa Tongarewa  
**Interactive Diorama, Case Study Rembrandt**  
Professor Lily Diaz-Kommonen, Aalto University  
A View from the Cloud: Sustainability and Global Place-Making  
Nina Colosi, Founding and Creative Director and Dave Colangelo, Research Consultant, Streaming Museum  
Chair: Dr Jonathan Hale |
| 13.00-14.00 | LUNCH             |                              |
| 14.00-15.30 | Workshop:         | **Building a 21st Century Museum: people, community, relevance**  
Drawing directly on his experience of building the new Museum of Liverpool, UK, David will work with participants to explore the processes and tools required to build a 21st Century Museum based on people, community and relevance. Prioritising the values and objectives of the Museum, the session will provide participants with the building blocks of project planning and open up a number of questions about the role of design in the achievement of the Museum's overall mission and goals.  
Dr David Fleming, Director, National Museums Liverpool |
Museums and galleries have become synonymous with iconic, resource intensive and spectacular architecture, an issue which continues to be much debated but which seems to continue unabated. In this session our speakers raise questions about the relationship between cultural organisations and iconic architecture, questioning the processes through which new buildings are commissioned and asking what we can learn, how might we imagine a different future for museum architecture, and do we need some new, more nuanced ways of understanding the built forms of museums and the ways in which they are always co-opted to different projects and agendas?

### Zen and the Art of Museum Maintenance
**Professor Oscar Ho**, Chinese University of Hong Kong

A Site for Convergence and Exchange: designing the 21st century university art museum
**Professor Tim McNeil**, University of California, Davis

What to Do with 1,715 Museums – Reviewing the Guggenheim Helsinki Design Competition
**Mika Savela**

Chair: **Dr Suzanne MacLeod**, University of Leicester

### Workshop: Great Expectations: managing stakeholder and media responses to museum redevelopments

Museum renewal projects are often large scale, complex and contentious - especially when heritage buildings are involved, or if changes are being made to elements that are held high in public affection. Such projects demand strong leadership, impeccable planning and the skilful negotiation of multiple relationships and agendas. Participants in this workshop will work with Jim and Louise to explore how to scope a museum renewal project in order to clarify its high-level aims and communication objectives, how to run a design competition and select consultants with the right sensibility, how to manage expectations of the public, the press and funders – including special interest groups such as planning committees, heritage bodies, residents’ groups, museum staff, and so on – and how to see the project through to realisation. This workshop looks set to be an incredibly lively session and so come along ready to join in and play along!

**Jim Broughton and Louise Fitton**, Natural History Museum, London

### Papers:

#### Keynote Presentations
**Dr Lars Nittve**, Executive Director M+
**Mr Shing-wai Chan**, Assistant Director (Heritage & Museums), Leisure and Cultural Services Department

Chair: **Dr Florian Knothe**, University of Hong Kong Museum and Art Gallery

#### Workshops:
**Panel discussion: Exhibiting Chinese Objects and Logics of Viewing**
**Workshop: The Spectrum of Audience Engagement**

### Papers:

All three papers in this session introduce specific case studies as a route to suggesting how art and

### Papers:

The papers in this session present a number of contemporary approaches to museum making, all of which began with the presence of an historic site or building (or boat!). Together they raise a range of ideas and questions about the visions of use behind the new museums and the design solutions adopted.

**The Hong Kong Museum of Coastal Defence**
**Kenneth Tam Si Wai**, Chief Heritage Manager, Antiquities and Monuments Office, LCSD, Hong Kong

**Discover the fascinating history of the historic Fireboat Alexander Grantham**
**Jonathan Tse**, Conservation Office, LCSD, Hong Kong

**Refurbishment of Kom Tong Hall as Dr Sun Yat-sen Museum**
**Eric Chan Pak-wing**, Consultant, Antiquities and Monuments Office, LCSD, Hong Kong

Chair: **Alastair Kerr**, Hong Kong University
museums might break free of the constraints and conventions of the traditional museum as a route towards a wider social engagement and the production of an active and critical form of experience. The session asks what can we learn from these examples and how might they demand new directions for and approaches to thinking about and engaging in museum design?

**Oil for Social Engagement**
Ivy Lin, Curator, Oil, Leisure and Cultural Services Department, Hong Kong

**Ateneo Art Awards: A Headway for Young Artists and an Exhibition for Non-Museum Goers**
Joel Alexander S. de Leon, Assistant Curator Ateneo Art Gallery, Manila

**Museum of Activism: Museum at the point of Intersection**
Andrew Lam, Director of 64 Museum and MOST (Museum of Site) Hong Kong

**Chair:** Dr Suzanne MacLeod

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13.00-14.30

**Space 1**
Wang Gungwu Lecture Hall

**Papers:**
How can we design in support of social experience, dialogue, human interaction and exchange? What research can we draw upon in order to begin to think about designing for certain types of experience and engagement? And how might we illustrate how exhibition format and media play a part in complex visitor experiences?

Designing for Social Experiences  
Dr Mette Houlberg Rung and Pernille Jensen, Statens Museum For Kunst (National Gallery of Denmark)

From ‘Field’ to ‘Wilderness’: Translation and Creation in Exhibitions  
Sipei Lu, PhD Candidate, School of Museum Studies, University of Leicester

Innovative Exhibition Formats – a case study from the Humboldt Lab Dahlem, Berlin  
Dr Annette Loeseke, Associated Lecturer, New York University Berlin and Reinwardt Academy Amsterdam

**Space 2**
Seminar Room PS-01

**Papers:**
In this session, we explore the complexity of exhibition narratives, the varied ways in which visitors to museum and gallery exhibitions experience narrative and some of the new and creative ways in which researchers and practitioners are approaching interpretive planning.

The Spatial Narrative of Tree of Life – Rethinking the Exhibition Design of Darwin’s Theory of Evolution  
Dr Wang Qi, Lecturer, Department of Architecture and Built Environment, University of Nottingham

Between text and design – a critical dialogue on exhibition narratives  
Jona Piehl, PhD Candidate, Central Saint Martins, University of the Arts London

**Space 3**
Seminar Room PS-03

**Papers:**
In this session our speakers concentrate on new museum developments in China and the wider region debating patterns of exhibition development, the centrality of new media in these approaches and the burgeoning museum industry.

Museum Exhibitions in Asia Pacific 1995-2015: Nationalism to Environmentalism and Much In-between  
Chuck Sutyla, Founder and Director, Cultural Solutions, Hong Kong, Bangkok & Manila

New Media Interactive Design in Museum Exhibitions  
Liu, Danyun, Lecturer, Guangdong University of Technology

The new age of the museum industry in China  
Zhihe Yao

**Chair:** Tricia Austin

**Space 4**
P3-07 Post-Graduate Hub (1.30-2.30)

**Papers:**
The two papers in this session focus on storytelling and raise a number of questions about the possibilities of narrative approaches in exhibition making and the need for techniques for developing narrative exhibitions as well as the potential limitations of the storytelling exhibition in generating dialogue and exchange.

Tell a Spatial Story: constructing narrative exhibitions by variational timeline  
Xu Jie, PhD Candidate, Zhejiang University

Telling the Story of Villages —— Case Study on Village-themed Exhibition of Jinhua Museum  
Chenhui Shao, PhD Candidate, Department of Cultural Heritage and Museology, Zhejiang University, Hangzhou, China

**Chair:** Professor Oscar Ho
Venue: Hong Kong University Art Museum and Gallery

15.00-16.30

Space 1
Wang Gungwu Lecture Hall

Papers:
This session explores the role of embodied experience in the visitor's engagement with the objects and spaces of the museum. It looks in particular at examples of and the theory behind exhibition sites that transcend the limits of text-based storytelling through structured experiences of movement in graphical, interior and landscape spaces. The session includes two papers which explore the specifics of display space in China and how Chinese classical aesthetics and Chinese literati gardens might offer some clues to the future of museum and gallery design in the region.

The Chinese Literati Garden as a Traditional Site of Display
Johnson Chang, Director, Hanart TZ Gallery, Hong Kong

How can Chinese classical aesthetics help animate museums?
Lin Zao, Associate Professor, Guizhou University China

From Body to Body: Architecture, Movement and Meaning in the Museum
Dr Jonathan Hale, Reader in Architectural Theory, University of Nottingham

Chair: Mark Dunhill

Space 2
Seminar Room P5-01

Papers:
This session picks us the question of the role of designers, design thinking and design history in museum projects. It asks what role designers can play in the politics of representation and how organisations can take full advantage of design approaches and processes in their work. The session ends with a fascinating case study from the State Historical Museum in Moscow and a plea to allow back and study the past.

Design and management in cultural organisations: how do arts managers understand the role of design in management processes?
Charlotte Bonham-Carter, Central Saint Martins, University of the Arts London

The Outsiders? The politics and practice of representing diverse cultures and narratives
Bill Haley, Founding Director Haley Sharpe Design (hsd)

Spatial history of the State Historical Museum, Russia: reflections and observations
Anna Mikhailova, PhD Candidate, School of Museum Studies, University of Leicester

Chair: Tom Duncan

Space 3
Seminar Room P5-03

Workshop:
Collaborative design processes

In this workshop you will work with Mette and in teams in order to design a small-scale exhibition and explore the collaborative design processes developed at Statens Museum for Kunst (SMK) (National Gallery of Denmark). Fundamental to this collaborative exhibition practice, is the involvement not only of designers and architects, but also interpreters, art historical researchers and communication officers. Together they form a curatorial group, whose task it is to develop an exhibition concept, design the exhibition and evaluate it. The workshop will provide an opportunity for participants to learn about the process, work through its key components, discuss its benefits and limitations, compare it to existing practices and reflect on the processes of exhibition development. Come ready to be creative!

Dr Mette Houberg Rung and Pernille Jensen

Space 4
P3-07 Post-Graduate Hub

Papers:
Interestingly, each of the papers in this session take a particular focus – the sacred space of a particular group of people, the notion of the archive as work of art or the architect’s sketch – as a mechanism for reimagining and remaking the space of exhibition.

Sacred space of the diaspora as exhibition space
embodying spiritual heritage, culture, values and tradition
Rosemarie Fitton

Bringing collections to the visitor: archives as works of art in the design of new archive repositories
Peter Lester, Midlands Three Cities PhD Candidate, School of Museum Studies, University of Leicester

Curating Projection of Transmitting Minds: Sketch Collection as Reflection on Contextualized Modern Architecture in Post-war Hong Kong
Jing Xiao, Postdoctoral Fellow in History and Theory of Architecture, City University of Hong Kong

Chair: Cy Shih

16.45-17.30

Wang Gungwu Lecture Hall

KEYNOTE PRESENTATION

Ms Wang Wei, Co-Founder of the Long Museum, Shanghai

Chair: Professor Oscar Ho

18.00-20.00

Event hosted by Dr Florian Knothe, Director, Hong Kong University Art Museum and Gallery.

Venue: Hong Kong University Art Museum and Gallery
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<th>Time</th>
<th>Session Details</th>
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| 09:00 – 10:00 | Wang Gungwu Lecture Hall Foyer  
The Future of Museum and Gallery Design: principles for future creative research and practice in museum making  
In this interactive session, we will refine and draw together the principles and priorities for creative research and practice in museum making emerging from the conference.  
Chair: Robin Clarke |
| 10:00 – 10:30 | Tea |
| 10:30 – 12:00 | Space 1  
Wang Gungwu Lecture Hall  
Papers:  
Much of the discussion at the Future of Museum and Gallery Design is based around the transformation of museums and galleries and the necessary process of changing the physical museum and the opportunities for experience the physical structures, formats and media play a part in making possible. Change life, change space! In this session, we will hear about three examples of transformation from the very focused and specific project of driving change through the appropriation of an existing museum resource – conservation – to two larger scale transformation projects. All three projects raise interesting questions about use and how central use is to the production of museum and gallery spaces.  
A Future for the Past and Present – leveraging on conservation educational programmes  
Alice Tsang, Conservation Manager, Leisure and Cultural Services Department, Hong Kong  
Rethinking Contemporary Art Museums as Social Spaces  
Cheng-Yi Shih, PhD Candidate, School of Museum Studies, University of Leicester  
Reimagining the Natural History Museum  
Jim Broughton and Louise Fitton, The Natural History Museum, London  
Chair: Professor Tim McNeil |
| 10:30 – 12:00 | Space 2  
Seminar Room P5-01  
Papers:  
In different ways, each of the papers in this session focuses on the theme of bodily and sensory immersion in the experience of museum spaces. Questioning the traditional dominance of text-based interpretation in museums, the three papers open up new possibilities for the architecture of the building itself as well as a range of media to play a more significant role within the exhibition experience.  
What are you going to do at ‘Roof Sentiment’?: Young Architects Program as a new way of expanding visitor experience  
Dr Jin-geun Cho, Dah-young Chung and Dr Gueuntae Park, National Museum of Modern and Contemporary Art, Korea  
German Expressionist Art: the redevelopment of a collection  
Cassandra Killington, Exhibition Designer, Leicester City Arts and Museum Service  
Spatial Meaning-Making: Interpretive Design and the Embodied Experience  
Christina Back, Head of Exhibition Design, Royal Library and National Museum of Photography, Denmark  
Chair: Dr Mette Houlberg Rung |
| 10:30 – 12:00 | Space 3  
Seminar Room P5-03  
Workshop:  
Masterplanning Strategies  
Planning processes in museums today need to acknowledge and react to the task of planning an experience as much as planning physical space and an operational institution. The masterplan of a museum or heritage site needs to contain both spatial and time based qualities, which together create the basis for the visitor experience. This workshop will give an insight into some of the processes developed by Duncan McCauley for creating visitor-orientated experiences in museums and heritage sites. After a brief introductory session with some representations of example projects participants will undertake three activities as a group in order to engage with the idea of the museum as an experience and to think about the relevance of time and sequence as part of the museum planning process.  
Tom Duncan, Duncan McCauley, Berlin |
| 12:00 – 13:00 | LUNCH |
| 13:00 – 14:30 | Space 1  
Wang Gungwu Lecture Hall  
Panel:  
The Credible and the Incredible: balancing science and wonder in new dinosaur museums |
| 13:00 – 14:30 | Space 2  
Seminar Room P5-01  
Panel:  
Design museums and international collaborations: The V&A Shekou project  
The V&A has entered into a pioneering collaboration with China |
| 13:00 – 14:30 | Space 3  
Seminar Room P5-03  
Workshop:  
Engaging in non-textual exhibition design  
The workshop investigates the potentials of visitor engagement strategies that unfold the visitor’s multisensory and embodied
For most visitors a museum is about the "stuff" - the objects they see and the experiences they have, and how those combine to make memories that they will carry forward and share with their friends and families. So, for most people the experience of the museum is the EXHIBITS, fantastic objects from exotic or ancient worlds and experiences that allow them to have fun and be inspired. This session will explore three exciting new and future dinosaur and palaeontology museum projects that are mapping new directions in collections and research, architecture, experience design, visitor engagement, technological media, and education.

Dr Matt Carrano, Curator of Dinosauria, Smithsonian Institution; Pauline Dolovich, Architect and Principal, Reich+Petch Architects; Stephen Petri, Designer and Principal, Reich+Petch International; Victoria Manica, Designer and Principal, The Design Foundation

Chair: Pauline Dolovich

Merchants Group to support their ambitious plan to set up a design museum in Shenzhen due to open in early 2017. The V&A will contribute with a V&A Gallery devoted to 20th and 21st century design drawing from its own collection in London. In this session, Anaïs Aguerre, Luisa Mengoni and Rong Zhao will deliver a number of short presentations which explore the project and the role it is playing in today’s changing Chinese design landscape.

Anaïs Aguerre, Head of International Initiatives and Shekou Project Director; Luisa Mengoni, Head of V&A Gallery and Advisor to the Shekou Design Museum; Rong Zhao, Head of Program, Shekou Design Museum

Chair: Anaïs Aguerre

Please note that the majority of speakers have chosen to present in English. For the few Keynote speakers who will present in Mandarin in Space 1, simultaneous translation will be provided to English. All English sessions in Space 1 will have simultaneous translation to Cantonese. No translation will be provided in Spaces 2-4 where all papers, panels and workshops will be delivered in English. Where speakers have requested it, a translator will be on hand in these sessions to help with questions and discussion.